

**ABSTRACT OF THE DISCLOSURE**

The object of the present invention is to provide a contents providing system which can give an incentive to audiences to view the broadcast program, by providing contents information from a broadcast station apparatus to a mobile terminal via a television set, and the mobile terminal which can be used in the contents providing system. The broadcast station apparatus 50 comprises a multiplexing signal transmitter 53 and 54 configured to transmit a multiplexing signal multiplexing broadcast program information and contents information. The television set 30 comprises a separator 32 configured to separate the broadcast program information and the contents information from the received multiplexing signal, a reproducer 33 configured to reproduce the broadcast program information, and a transmitter 35 configured to transmit the contents information to the mobile terminal during the reproducing of the broadcast program information. The mobile terminal 10 comprises a receiver 11 and 13 configured to receive the contents information during the reproducing of the broadcast program information.

Representative Drawing: Figure 5